

IRG  
ALPHABETS  
AND  
LETTERING  
J.M. BERGLING



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J. M. BERGLING  
1914

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CHICAGO, ILL.

NEW ART LETTERS

A B C D E F G H  
I J K L M N O P  
Q R S T U V W X Y

J. M. BERGLING. 1914

A B C D E F G H  
I J K L M N O P  
Q R S T U V W X Y



*Stationers Script*

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z &  
1 2 3 4 5 6 7 8 9 0

---

SPENCERIAN SCRIPT

A B C D E F G H I  
a b c d e f g h i j k l m n o p q r s t u  
L M N O P Q R S T  
U V W x y z & X Y Z



# New and Practical Alphabets

By J.M. BERGLING 1914.



## The Blackstone Text.





AMERICAN ROUNDHAND SCRIPT

A B C D E F G  
H I J K L M N  
O P Q R S T U  
abcd V W X Y Z  
abcdefghijklmnopqrstuvwxyz

---

MODERN FRENCH SCRIPT

A B C D E F G  
H I J K L M  
N O P Q R S T  
U V W X Y Z



# French Ronde.

*abc def B D f h R b k n o u t.*  
*A B C D E F G H I J K*  
*L M N O P Q R S T U*  
*1 2 3 4 5 6 7 8 9 0*  
*abc def ghijklmnopqrstuvwxyz*  
*La patience est la clef de la jouissance?*

# German Gothic

*A B C D E F G H I J K*  
*L M N O P Q R S T U*  
*abc d v w x y z*  
*efghi*  
*jklmnopqrstuvwxyz.*



German Capitals and Small Letters for Engrossing

A B C D E F G H  
 I K L M N O P Q  
 R S T U V W X Y  
 a b c d e f g h i j k l m n o p q r s  
 t u v w x y z . &

---

*German Script.*

A B C D E F G H I  
 J K L M N O P Q R  
 S T U V W X Y Z  
 a b c d e f g h i j k l m n o p q r s t u v w x y z



Copperplate Engravers Alphabets.

DÜRER 16th CENTURY GOTHIC

A B C D E F G H I J K L M N O P Q R S T U  
a b c d e f g h i k l m n o p q r s t u v w x y z  
✱ W X Y ✱

---

GERMAN GOTHIC

A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z  
a b c d e f g h i k l m n o p q r s t u v w x y z

---

ENGLISH GOTHIC LETTERS

15th CENTURY.

A B C D E F G H I J K L M N O P Q R S  
T U V W X Y Z ENGLISH 14 Cent.

---

UNCIAL GOTHIC INITIALS

A B C D E F G H I J K L M N O P Q  
R S T U V W X Y Z 14th GERMAN



GERMAN GOTHIC CAPITALS

A B C D E F G H I K  
L M N O P Q R S T U  
V W X Y Z

---

MODERN GERMAN

A B C D E F G H I K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

---

UNCIAL GOTHIC INITIALS

A B C D E F G H I J K  
O P Q R S T U V W X  
Y Z B



Modern Gothic (Old English),

A B C D E F G H I K  
L M N O P Q R S T U

Engravers Old English

A B C D E F G  
H I J K L M N  
O P Q R S T  
U V W X Y Z

JB

ab cde f g h i j k l m n

o p q r s t u v w x y z. a h k n &

Memorial

H-B

Comptoir



Bordered Block

A B C D E F G H K L M N  
O P Q R S T U V W X Y Z.  
**COMPREHENSIVE BENEFICENCE**

Advanced Ideas and  
Various Uses Suggested for this Beautiful Series

---

SPURRED ROMAN

A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z & \$, ., :;  
a b c d e f g h i j k l m n o p q r s  
1 2 3 4 5 t u v w x y z 6 7 8 9 0

---

Heavy top and bottom Block

A B C D E F G H I J K L M N O P Q R S T U  
\$ 1 2 3 4 5 V W X Y Z & 6 7 8 9 0  
a b c d e f g h i j k l m n o p q r s t u v w x y z



MODERN LETTERS

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

---

A B C D E F G H I K L M  
N O P Q R S T U V W X Y Z

---

ROMAN ORNAMENTED

A B C D E F G H I J K  
L M N O P Q R S T U V  
1 2 3 4 5 W X Y Z 6 7 8 9 0

---

A B C D E F G H I K L M N O P  
Q R S T U V W X Y Z



Antique Roman

A B C D E F G H  
J K L M N O P Q R  
S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz  
pqrstuvwxyz  
1 2 3 4 5 6 7 8 9

---

Block.

A B C D E F G H  
K L M N O P Q R  
S T U V W X Y Z



Angelsächsisch.

A B C D E F G H I  
K L M N O P Q R  
S T U V W X Y Z

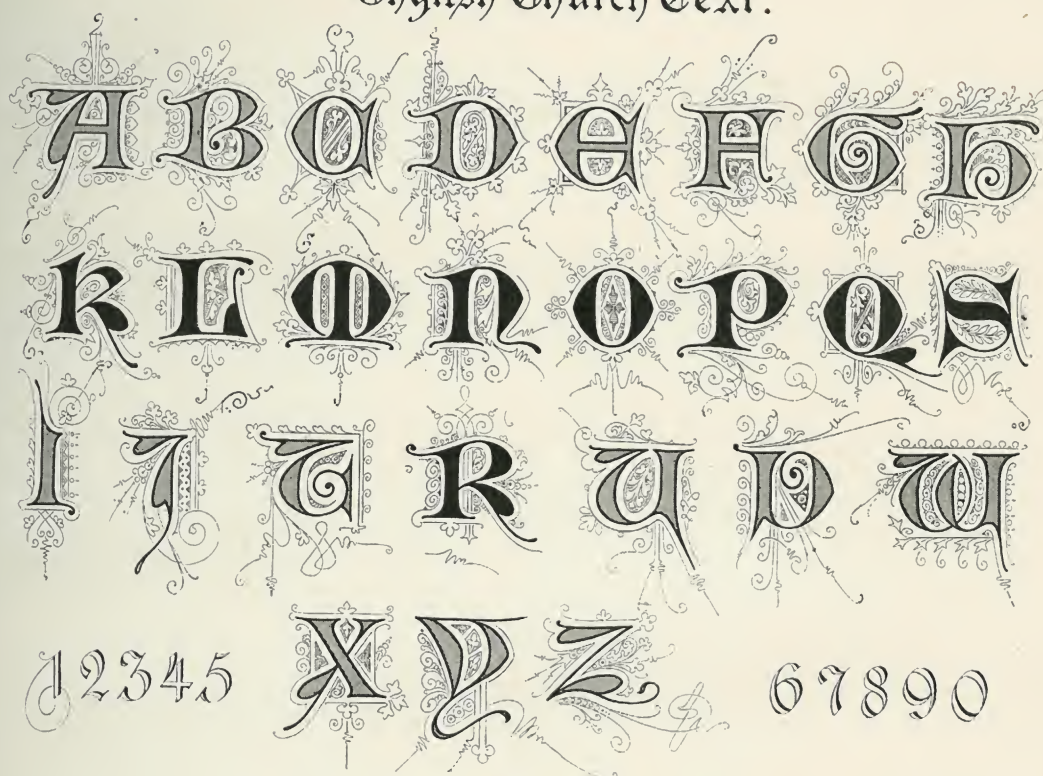
a b c d e f g h i k l m n o  
p q r s t u v w x y z.  
1 2 3 4 5 6 7 8 9 0. 1 2 3 4 5 6 7 8 9 0.

---

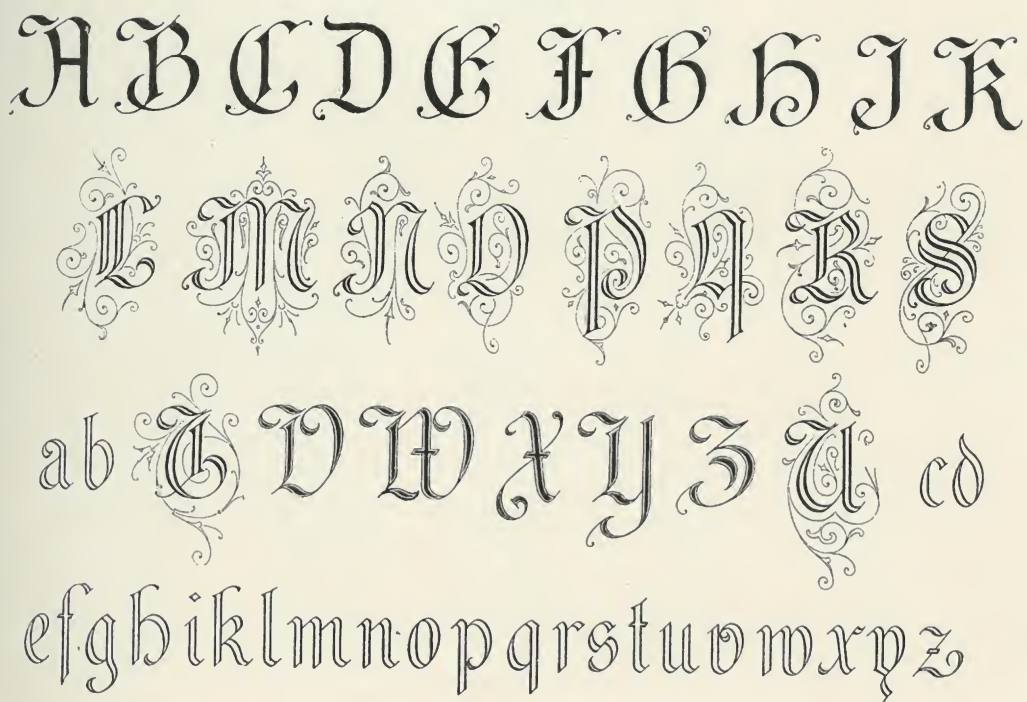
A B C D E F G H I  
K L M N O P Q R  
S T U V W X Y Z



English Church Text.



Gothic modified.

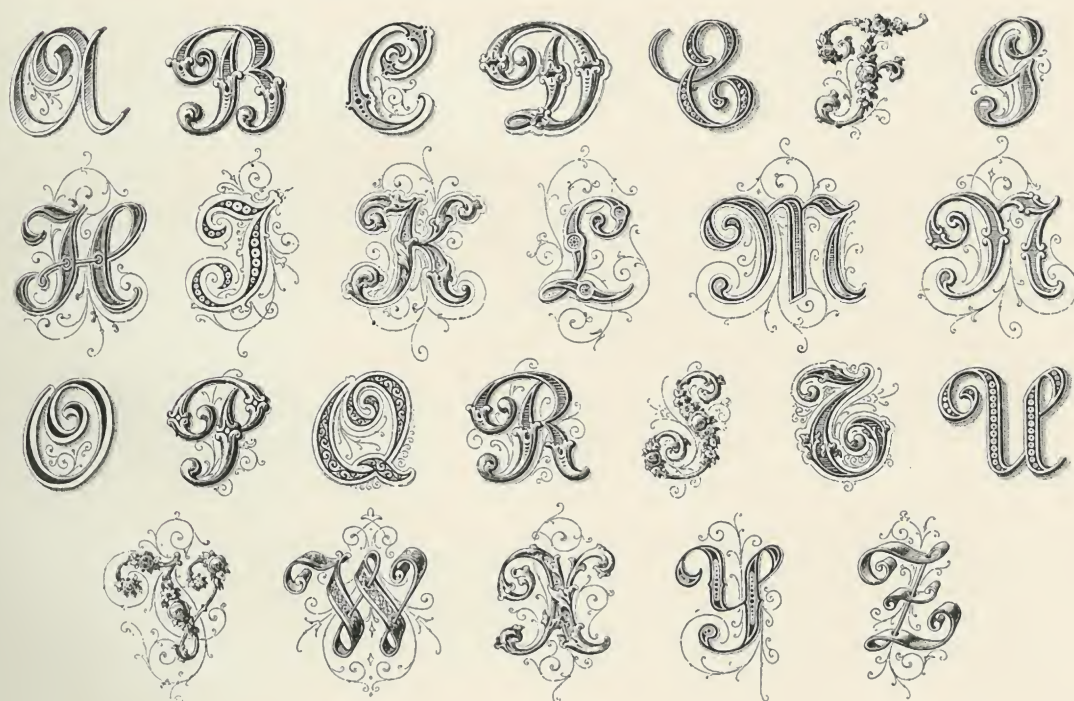




Modern gothic Initials



Ornamented French Script.



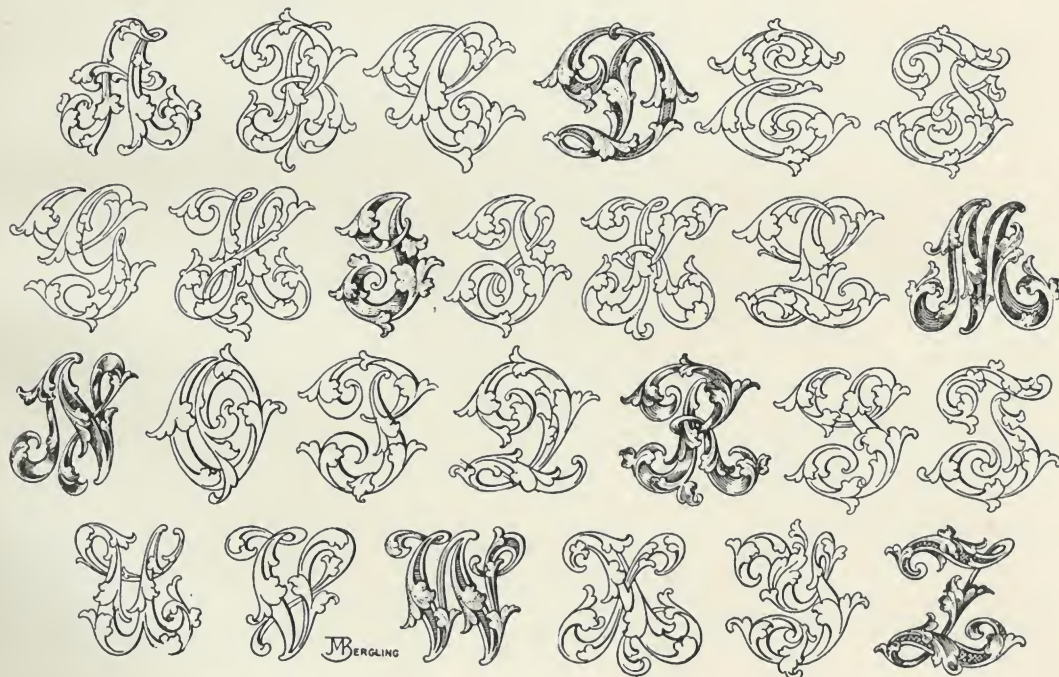


Deutsches Renaissance-Alphabet.



abcdefghijklmnopqrstuvwxyz  
 1234567890

Leaf Cipher-Letters.





STUDIES IN RIBBON LETTERS.

A B C D E F G H  
 I J K L M N O P Q  
 R S T U V W X  
 a b c d e f g h i j k l m n o  
 p q r s t u v w x y z

---

B

A B C D E F G H  
 I J K L M N O P Q  
 R S T U V W X Y Z



MODERN ROMAN.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

---

INTERNATIONAL  
EXPOSITION

---

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

---

ABCDEFGHIJKLMNOP  
QRSTUVWXYZ &



ARCHITECTS ALPHABETS.

ABCDEFGHIJKL  
MNOPQRSTUVWXYZ  
abcde XYZ & & fghij  
klmnopqrstuvwxyz

---

---

ABCDEFGHIJKL  
MNNOPPPQRRSS  
abc TUVWXYZ def  
ghijklmnopqrstuvwxyz.&

---

---

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ



MODERN ALPHABETS

A B C D E F G H I J K

L M N O P Q R S T

U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I

J K L M N O P Q R S

T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

von F. Schweimanns.



Engrossing Script

A B C D E F G H I  
K L M N O P Q R  
S T U V W X Y Z  
a b c d e f g h i k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0.

---

MODIFIED CURSIVE

A B C D E F G H I  
K L M N O P Q R S T  
U V W X Y Z M N  
a b c d e f g h i j k l m n o p q r s  
Paris s t u v w x y z & Wien  
London 1 2 3 4 5 6 7 8 9 0 Berlin



MODERN ALPHABETS

A B C D E F G H I

1914 K L M N O

P Q R S T U V

A B C D E F G H

I J K L M N O P Q R

S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz



Deutsche Schrift XVII. Jahrh.

A B C D E F G H  
I K L M N O P Q R  
S T U V W X Y Z  
abcdefghijklmnopqrstuvwxyz

Italian Alphabets. 15th & 16th Centuries.

A B C D E F G  
H I K L M N O  
P Q R S T U V  
W X Y Z

Revised by  
J. M. Bergling



Roman Italics

*A B C D E F G H I J*  
*K L M N O P R S T U*  
*abcde V W X Y Z fghij*  
*klmnopqrstuvwxyz.*

---

---

*Romany & Americus.*  
*Florence 1714 — 1914 Italy.*

---

*CINCINNATI. B BARCELONA.*

---

---

Italic Capitals and Small Letters

*A B C D E F G H I J K*  
*L M N O P Q R S T U*  
*abcd V W X Y Z efghij*  
*klmnopqrstuvwxyz. &*



X

J.M. BERGLING. Old English 1915

A B C D E F G H I J K  
L M N O P Q R S T U V  
W X Y Z

The American Favorite Used by All

German Round Hand

A B C D E F G H I J K  
L M N O P Q R S T  
U V W X Y Z

abcdefghijklmnopqrstuvwxyz

A rapid and pleasing alphabet for Art Engrossers  
Diplomas Etc.



Round Hand, for Headings and Display

A B C D E F G H I J  
K L M N O P Q R S  
T U V W X Y Z  
a b c d e f g h i j k l m n o p  
q r s t u v w x y z:

---

Deutsche Schrift.

A B C D E F G H I  
K L M N O P Q R  
S T U V W X Y Z.  
a b c d e f g h i j k l m n o p q r s t u  
1 2 3 4 5 v w x y z 6 7 8 9 0



Italien Alphabet a.d.xvi.

A B C D E F G H  
I K L M N O P Q R  
S T U V X Y.

abcdefghijklmnopqrstuvwxyz  
u v w Waldeck-Pyrmont. x y z.

Alphabet in japanese Form

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz  
w x y z. B



A B C D E F  
 G H I J K L M  
 N O P Q R S T  
 U V W X Y Z  
 a b c d e f g h i j k l m n o  
 p q r s t u v w x y z . &  
 William D. Queron.  
 May 12. 1915.  
 The Silver Wedding.

The Ceramic Text.

by J.M. BERGLING.



Dr. George Mungerford Phelps  
Miss Margery Burdock  
announce their marriage  
Thursday, the third of July  
Nineteen hundred and thirteen  
in the City of New York

You are cordially invited by the  
Chicago Examiner  
to attend a formal opening of the new  
Hearst Building  
Tuesday evening, (Election Night) November fifth  
Reception from 8:00 to 12:00 P. M.

CHESTER TEXT

MR. AND MRS. CHARLES DANIEL KELLS  
announce the marriage of their daughter  
PRUDENCE HELEEN  
to  
MR. CARL KINGSLEY  
NINETEEN HUNDRED AND THIRTEEN  
CHICAGO CITY, IOWA

ASTOR TEXT

COPYRIGHTED BY THE NATIONAL ASSOCIATION OF SAND C.P. ENGRAVERS.

Mr. and Mrs. Detrich Severs  
request the honor of your presence  
at the marriage of their daughter  
Matilda Margaret  
to  
Mr. Albert Peterson  
Oak Park, Illinois



Script, Exemplified.

*Columbia Steel & Shufling Co.*  
*Atlas Assurance Company Limited*

---

*The American League Base Ball Club*  
*of Chicago*

*requests the honor of your presence at*  
*The Opening Game of the Season*  
*Thursday afternoon, April 18<sup>th</sup> 1907*  
*at three o'clock*

*American League Ball Grounds*  
*Chicago*

---

*Gage Brothers & Co.*  
INCORPORATED.  
*Chicago,* 129-130-131 Michigan Ave. *New York,*



Rondé, Exemplified

The Trustees and Faculty  
of  
The University of Pittsburgh

have the honor to invite

Mr and Mrs John M. Bergling

to be present at the celebration of the

One hundred and twenty-fifth Anniversary  
of the University

on Tuesday, Wednesday and Thursday

February twenty-seventh, twenty-eighth and twenty-ninth

Nineteen hundred and twelve

---

Chevalier Bayard Commandery

No. 52 Knights Templar

Chicago

Extends Knightly Courtesies

and requests the presence of yourself and ladies

at its Reception



Example of shaded Old English

Seventh Annual Banquet  
of  
The Chicago Association of Commerce  
Saturday evening  
the twenty - eighth of October  
one thousand nine hundred and eleven  
at six-thirty o'clock  
Hotel Sherman

---

National Mutual Church Insurance Co.  
of Chicago, Illinois.

---

Example of shaded Ronde

The Hotel Sherman Management  
announces the opening of the  
Second Series of Collisions  
on Wednesday evening, September tenth  
at eleven o'clock



Example of shaded German Text.

Fifth  
Annual Banquet  
of the  
Traffic Club of Chicago  
Tuesday, February twentieth  
Nineteen hundred and twelve  
Hotel La Salle

Centennial Anniversary  
of the Birth of  
Stephen A. Douglas



New Art Initials

A B C D E F G H I K

L M N O P Q R S T U V

W X Y Z

B

A B C D E F G H I  
K L M N O P Q R S  
T U V W X Y Z



# New Art Initials





New Classic.

A B C D E F G H I

K L M N O P Q R

S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z.

---

Remember the  
Maine

BR  
1914

The Classic  
Art



NEW ART LETTERS

A B C D E F G H  
I J K L M N O P  
Q R S T U V W X Y

J. M. BERGLING. 1914

A B C D E F G H  
I J K L M N O P  
Q R S T U V W X Y



# New and Practical Alphabets

By J.M.BERG LING 1914.



## The Blackstone Text.





# St. Patrick's Day Greetings

FROM THE SOUTH TO THE NORTH,  
FROM THE EAST TO THE WEST;  
HERE'S TO THE GREEN ISLE  
THAT THE IRISH LOVE BEST!

Yours  
O'Brian

# The powers of the Opal.

October's child is born  
for woe  
And life's vicissitudes  
must know;  
But lay an opal on  
her breast  
And hope will lull the  
woes to rest.



# OUR LIVES —

SHOULD BE LIKE UNTO  
THE SUMMER GLOWS,  
WITH PROMISE AND LIKE  
THE AUTUMN RICH WITH  
GOLDEN SHEAVES OF WORKS  
AND DEEDS RIPENED  
ON THE FIELD.

# The place

that does contain my  
Books, my best compa-  
nions, is to me a glorious  
Court where hourly I  
hold converse with  
Old Sages and  
Philosophers.

MB



The American Bond Script  
An Other New Creation, Delightful and Pleasing  
John M. Eustice.

WINDOW SHOW CARDS  
Easy to make with BRUSH and PEN

---

The Script Artistique  
McKay & Wright  
Bar Harbor M.

---

One of the American Favorite  
"RAPID POSTER ITALIC" JB

MODERN FASHION DEKATDS  
ATTRACTIVE IDEAS IN LETTERS  
Try this style on your Stationery or with Brush



The selection of  
Appropriate Styles  
of Lettering  
for whatever purpose  
should be as important  
as the  
Artistic Treatment  
it may receive  
John W. Bergling.

TONGUES  
IN TREES  
BOOKS  
IN THE  
RUNNING BROOKS  
SERMONS IN  
STONES AND  
GOOD IN EVERY  
THING W-S

THE MOST  
MANIFEST  
SIGN OF  
WISDOM IS  
CONTINUED  
CHEERFULNESS

MONTAIGNE

God Keep You Safe  
God keep you safe,  
my love,  
All through the night;  
Rest close in His en-  
circled arms  
Until the light.  
My heart is with you  
as I kneel to pray,  
Good night! God  
keep you in His care  
always.

Mary Higman.



*The*  
**WORLD'S BEST FASHION PICTURES**  
by James R. Lathrop  
Drawn for the International News Service 1915.

---

*Aquaint type of  
Spanish Origin  
offers Unusual  
Opportunities  
for freedom and*

*The*  
**SPANISH  
SCRIPT**

*Individuality  
of treatment, and  
THE ROMAN  
and  
ITALIC TYPE,  
combines most  
harmoniously*

---

**SPIKE SPUR ROMAN**  
**A very good and useful type**  
Chas. B. Wurlithe

---

*Exquisite and*  
**TASTY LETTERS**  
*can be arranged  
this way*  
*for Show Cards Etc.*  
*try it Yourself.*

**ANNUAL  
EXHIBITS & FOREIGN  
FASHIONS**  
Season of 1915.

The Productions of  
**WORLD'S FAMOUS MFR'S**

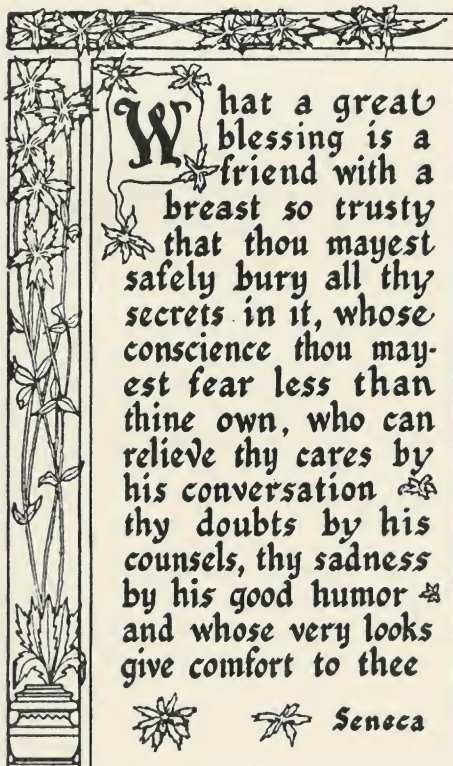
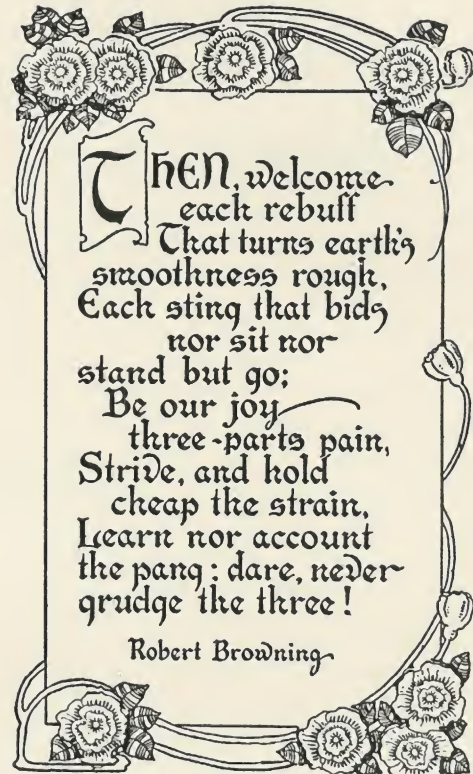
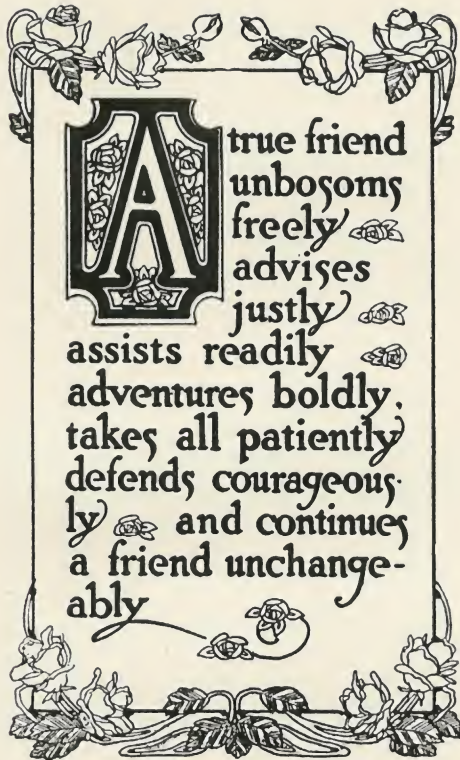
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MB

**SIGN PAINTERS FANCY**  
**The "Art Navoe" of Roman**



## Modern Lettering Illustrated





Compliments to  
**Hon. Geo. R. Shields**  
BY THE  
De Astra Council - Knights of Columbus.  
*Hyde Park*

*Ornamental Writing in Script*  
THE FASCINATING ART OF ENGROSSING  
*Diplomas AND Certificates*

*With Compliments*  
To **Charles F. Kingsbury**  
**St. Louis**  
August 2th 1915.

**Rapid and Practical German Text**  
J. Mt. Bergling.



**W**RITE  
your name  
with love,  
mercy and  
kindness on  
the hearts of  
those about  
you and you  
will never  
be forgotten

**T**HAT MAN  
IS IDLE  
WHO DOES  
LESS THAN  
HE CAN

**H**E THAT  
CAN HAVE  
PATIENCE  
CAN HAVE  
WHAT HE  
WILL

FRANKLIN

**THE  
SILVER LINING**  
**T**HE INNER SIDE  
OF EVERY CLOUD  
IS EVER BRIGHT.  
AND SHINING;  
I THEREFORE TURN  
MY CLOUDS ABOUT,  
AND ALWAYS WEAR  
THEM INSIDE OUT,  
TO SHOW THE SIL-  
VER LINING.



THE DIAMOND SLOPE

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t  
u v w x y z &

Unique and Attractive Style

THE MOVIE FAD

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y

Artistic and Simple

A pleasing Type for Brush and Pen



JEWELRY ENGRAVERS INSCRIPTIONS.

In loving memory  
of  
Rev. Henry Gould.  
Pastor of  
St. John's Church  
Apr. 7, 1915.

PRESENTED TO  
THEO. E. JACKSON  
BY HIS MANY  
FRIENDS AND ADMIRERS  
ON THE  
BOARD OF TRADE  
CHRISTMAS 1914.

To  
Theo. P. Butler  
in appreciation of his  
25 years  
faithful services  
with the  
Chas. Whiting Co.  
Aug. 4, 1916.

James Adolph Busch  
from  
George R. Haubt,  
as a token of  
appreciation and gratitude.  
December, 1915.

Presented to  
Frank M. Thomson  
BY  
THE BOARD OF IMPROVEMENTS  
OF LOCAL CHICAGO  
as a token of esteem  
and appreciation  
November 12th 1915.

MB

PRESENTED TO  
CHARLES D. HASTING  
PRESIDENT  
CITY ATHLETIC CLUB  
BY  
ADMIRING MEMBERS  
CHRISTMAS 1917.



ENGRAVERS' INSCRIPTIONS ON SILVER-PLATE ETC.

*Presented by*  
*The H. Drews Mfg Co.*  
*to*  
*John R. Gibson*  
*in appreciation*  
*of his twenty-five years faithful services*  
*August 24, 1915.*

---

*The Wilson Trophy*  
TO BE COMPETED FOR  
AT THE ANNUAL REGATTA OF THE  
*Bevorzy Yacht Club*  
TO BE WON THREE TIMES  
TO BECOME THE PERMANENT PROPERTY OF  
THE WINNER

JB



Presented to  
**WILLIAM ATKINSON**  
By his colleagues in Boston  
ON HIS RETIREMENT FROM THE  
**Phoenix Insurance Company**  
and after 48 years service in insurance business  
as a token of their friendship and regard  
November 17<sup>th</sup> 1915.

---

JB

Presented to  
**John B. Watson**  
by his friends and admirers  
on his retirement as president of the  
**Meadow Country Club**  
as a token of their esteem and appreciation  
Chicago Oct, 5, 1914.





DR. CHARLES M. BENTON  
GREETING!

THE DETROIT BANKERS SOCIETY  
Has the honor to present to you this copy  
of the following resolutions

WHEREAS, with the progress of civilization  
there have appeared in every walk of life men who,  
by their energy and devotion to their work have  
become leaders among their fellow men, and  
WHEREAS Etc.

MB

---

Prof. John Maurice Dawson  
The accompanying CUP is presented  
by the  
ALUMNI ASSOCIATION  
of the  
COLLEGE OF MEDICINE  
of the  
UNIVERSITY OF PENNSYLVANIA




(M)ODERN ART.

THE COLLEGE HOP  
AT THE HALL

TANGO AND THE OTHERS

GRAND SOKER TONIGHT

Don't fail to show up

CONCERT 



PROGRAM

THE FINE ARTS CLUB  
IN CHICAGO B



Modern Alphabets

ABCDEFGHIJKLMN OPQRST  
abcde f g UVWXYZ h i k l m n o p  
q r s t u v w x y z ß e d p n r

---

ABCDEFGHIJ K L M N O P Q R  
a b c d e f S T U V W X Y Z · g h i k l m  
n o p q r s t h u v w x y z ·

---

ABCDEFGHIJ K L M N O P Q R S T  
a b c d e f g h U V W X Y Z i j k l m n o p  
q r s t u v w x y z · 1 2 3 4 5 6

---

ABCDEFGHIJ K L M N O P Q R S T  
a b c d e f g h i j U V W X Y Z k l m n o p q r  
s t u v w x y z · 1 2 3 4 5 6 7 8 9



MODERN ALPHABETS

A B C D E F G H I J K L  
M N O P Q R S T U V W  
a b c d e f W X Y Z z g h i k l n  
m o p q r s t u v w x y z · 1 2 3 6 8

---

A B C D E F G H I J K L M  
N O P Q R S T U V W  
a b c d e f W X Y Z · g h i j k l m  
n o p q r s t u v w x y z · 1 2 6 7



Chicago The AMERICAN BEAUTY NEW YORK

A B C D E F G H  
I J K **L** M N **O** P R  
S T U V W X Y Z

THE VICTORIAN PROGRAMME

A B C D E F G H  
I J **K** L M N **O** P R  
S T U V W X Y Z



MODERN ALPHABETS

A B C D E F G H I  
 K L M N O P Q R  
 S T U V W X Y Z  
 a b c d e f g h i j k l m n  
 o p q r s t u v w x y z

---

A B C D E F G H I K  
 L M N O P Q R S T U  
 V W X Y Z · a b c d e f  
 g h i j k l m n o p q r s t  
 2 3 4 u v w x y z 5 6 7



Poster and Sign Card Alphabets

A B C D E F G H I J K  
L M N O P Q R S T U  
V W X Y Z. a b c d e f  
g h i j k l m n o p q r s t u  
Four. v w x y z. Mode

---

A B C D E F G H I J K L  
M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u  
v w x y z. 1 2 3 4 5 6 7 8 9 0.  
*Modern Brush Letters*



Poster and Sign Card Alphabets

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p**  
**q r s t u v w x y z.**

---

**1 2 3 4 5 6 7 8 9 0**  
**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q**  
**r s t u v w x y z.!**



The Parisien.

A B C D E F

G H I K L M

N O P R S T

U V W X Y Z

abcdefghijklmnop  
qrstuvwxyz. & ?

Delicat and graceful. *B*

Refined Modern Type



Poster and Sign Card Alphabets

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z.

a b c d e f g h i k l m n o p q r s t

u v w x y z . . . 1 2 3 4 5 6 7 8 9 0.

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p

q r s t u v w x y z : 1 2 3 4 5 6 7



The Götter Alphabet

by J. M. BERGLING.



Classy Head Lines

The Utility Text

by J. M. BERGLING.

JB



John Nathan Speck.

The Power of Gold. Artist's Delight.



New Style Fancy Initials

BY J. M. BERGLING



New Style Ribbons

BY J. M. BERGLING





MODERN LETTERING

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

ARTISTIC NOVELTY

---

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y

---

A B C D E F G H J  
K L M N O P Q R S  
T U V W X Y Z



MODERN ALPHABETS

A B C D E F G H J K  
L M N O P Q R S T U  
a b c · D W X Y Z · d e f  
g h i j k l m n o p q r s t u v  
w x y z · 1 2 3 4 5 6 7 8 9 0 ·

---

A B C D E F G H J K L  
M N O P Q R S T U V  
W X Y Z · a b c d e f g h i  
j k l m n o p q r s t u v w x  
y z · 1 2 3 4 5 6 7 8 9 0 ·



A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

---

---

A B C D E F G H I J K L  
M N O P Q R S T U V  
3 4 5 W X Y Z · 6 7 8  
a b c d e f g h i j k l m n o  
p q r s t u v w x y z ß 1 2

---

---

A B C D E F G H I K  
L M N O P Q R S T  
U V W X Y Z



"ETRUSCAN" IN MONOGRAM FORM  
J. M. BERGLING

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

HEAVY POSTER BLOCK  
J. M. BERGLING

A B C D E F G H I  
J K L M N O P R  
S T U V W X Y Z  
a b c d e f g i j k l m n o p q r s t u v w y

THE COLLOSEUM BLOCK  
J. M. BERGLING

A B C D E F G H I J K L M N O P R S T U V W X Y Z



A B C D E F G H I  
K L M N O P Q R  
S T U V W X Y Z

---

A B C D E F G H J  
K L M N O P Q R  
S T U V W X Y Z



MODERN ALPHABETS

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s  
t u v w x y z

---

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s  
t u v w x y z



MODERN ALPHABETS

A B C D E F G H  
 I J K L M N O P Q R  
 S T U V W X Y Z  
 a b c d e f g h i j k l m n o  
 p q r s t u v w x y z

A B C D E F G H I J K  
 L M N O P Q R S T U  
 V W X Y Z

a b c d e f g h i j k l m  
 n o p q r s t u v w x y



The Teutonic Text.

A B C D E F  
G H I K L M  
N O P Q R S T  
U V W X Y Z

Ye old time style letter  
Ye voll droit avoir

Fine Art Printing!

123456789 123456789



New Gothic

A B C D E

F G H I K

L M N O P

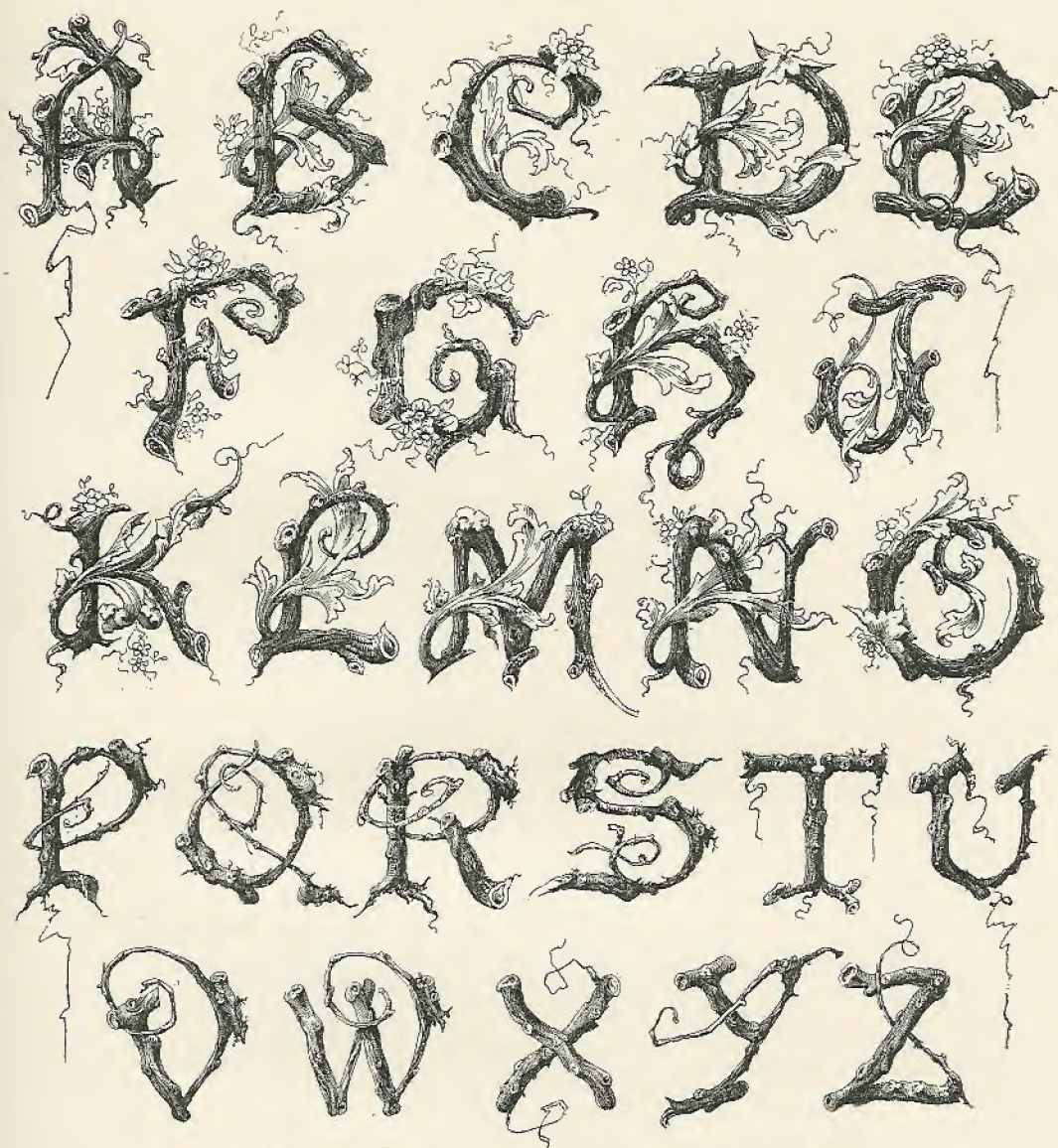
Q R S T U

V W X Y Z

von F. Schweimanns.



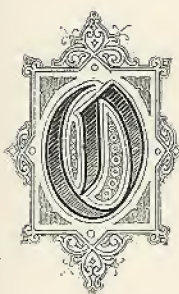
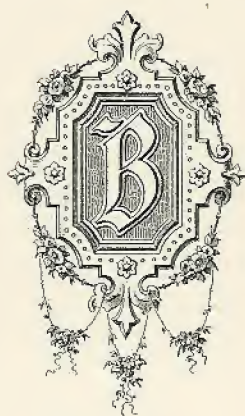
RUSTIC ALPHABET.



abcdefghijklmnopqrstuvwxyz  
 rstuvwxyz: *MB*



ORNAMENTAL INITIALS.





Novelty-Letter Suggestions

Annabelle Bertha  
& Dorothy

Maris AND Esther

Florence GEORGE Freda

Juliet RB Louise

Roy Katherine EM

MERICLES & MERIGLAT



HEAD-LINERS

The 50th Anniversary  
ACADEMY OF SCIENCE

Geographical Society  
GRAND CONVENTION.

ANNUAL EXHIBITION  
OF THE CHISEL AND PALLET CLUB 1914  
Stadio Building JB

THE NATIONAL MOTOR SHOW  
COLISEUM FEB. 1914.



MODERN ROMAN

A B C D E F G  
H I J K L M N  
O P Q R S T U  
V W X Y Z &

CLASSIC ROMAN

A B C D E F G H  
I K L M N O P Q  
R S T V X Y Z

TWO STANDARD ADOPTIONS

JB

ROMAN FROM THE FORVM

Supplement



*Modern Alphabets for Jewellers Engravers.*

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

*Cipher Letters*

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

*New Antique*

A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z *MB*

*New French*

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z



# *The Graphic Arts*

*Much Study and Practice is Required*  
to become proficient in the  
**Art of Lettering**

---

*A Study in Easy*  
and  
*Artistic Alphabets*  
For Penwork  
on  
*Show Cards, Poetry, Etc.*

THIS SKELETON TYPE IS  
most useful  
where speed and delicacy  
is required,  
much in use by  
ARCHITECTS, FOR MAPS  
AND OTHER THINGS.

---

**MODERN FRENCH ALPHA**

For Rapid Work This Is Practical &  
AWAY FROM THE COMMON.

**THE EUROPEAN WAR.**

---

*For Brush on Any Thing*  
*San Francisco to New York*



## GREEK ALPHABET

CHARACTER	NAME	CHARACTER	NAME	CHARACTER	NAME
Α α	Αλφα <i>Alpha</i>	Ι ι	Ἰῶτα <i>Iota</i>	Ρ ρ	Ρ ω <i>Rho</i>
Β β	Βῆτα <i>Beta</i>	Κ κ	Κάῳπα <i>Kappa</i>	Σ σ	Σιγμα <i>Sigma</i>
Γ γ	Γάμμα <i>Gamma</i>	Λ λ	Λάμβδα <i>Lambda</i>	Τ τ	Ταυ <i>Tau</i>
Δ δ	Δέλτα <i>Delta</i>	Μ μ	Μ υ <i>Mu</i>	Υ υ	Ὑψιλὸν <i>Upsilon</i>
Ε ε	Ἐψιλὸν <i>Epsilon</i>	Ν ν	Ν υ <i>Nu</i>	Φ φ	Φ ι <i>Phi</i>
Ζ ζ	Ζῆτα <i>Zeta</i>	Ξ ξ	Ξ ι <i>Xi</i>	Χ χ	Χ ι <i>Chi</i>
Η η	Ἠτα <i>Eta</i>	Ο ο	Ὀμικρὸν <i>Omicron</i>	Ψ ψ	Ψ ι <i>Psi</i>
Θ θ	Θῆτα <i>Theta</i>	Π π	Π ι <i>Pi</i>	Ω ω	Ὠμέγα <i>Omega</i>

The Greek Alphabet, written

<i>A, a</i>	<i>B, b</i>	<i>F, f</i>	<i>D, d</i>	<i>E, e</i>	<i>L, l</i>	<i>H, h</i>	<i>I, i</i>
<i>J, j</i>	<i>K, k</i>	<i>A, a</i>	<i>M, m</i>	<i>N, n</i>	<i>Z, z</i>	<i>O, o</i>	<i>T, t</i>
<i>P, p</i>	<i>E, e</i>	<i>L, l</i>	<i>V, v</i>	<i>X, x</i>	<i>C, c</i>	<i>Y, y</i>	<i>W, w</i>

JB

The RUSSIAN Alphabet.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Аа Бб Вв Гг Дд Ее Жж Зз Ии Йй Іі Кк  
Лл Мм Нн Оо Пп Рр Сс Ттш Уу Фф Хх  
Цц Чч Шш Щщ Ъъ Ыы Ьь Ъъ Ээ Юю  
Яя Өө Vv.



Example of shaded German Text.

Fifth  
Annual Banquet  
of the  
Traffic Club of Chicago  
Tuesday, February twentieth  
Nineteen hundred and twelve  
Hotel La Salle

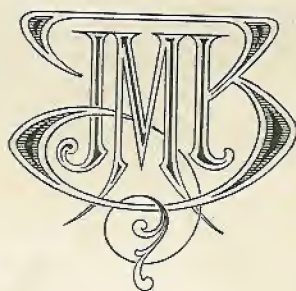
Centennial Anniversary  
of the Birth of  
Stephen A. Douglas



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AN INEXHAUSTIVE COLLECTION OF  
THE MOST USEFUL AND ARTISTIC  
LETTERING FOR THE USE OF

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Modern and Original Alphabets  
as well as all Standard Favorites for Advertisements  
Posters, Inscriptions, Memorials, Resolutions, etc.

By J. M. BERGLING  
DESIGNER AND ENGRAVER  
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